

18 January 1949

Mr. Robert P. Davidson
General Manager
PUCK - The Comic Weekly
63 Vesey Street
New York 7, N. Y.

Dear Mr. Davidson:

Thank you very much for your kindness in sending me the report on "Adult America's Interest in Comics." I found it interesting and would be delighted if you could send on the whole series.

Thank you again for your kindness and believe me,

Sincerely,

Signed & dated
1-18-49
R. H. HILLENKOETTER
Rear Admiral, USN
Director of Central
Intelligence

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Telephone BArcIay 7-1525

Rear Admiral R. K. Hillenkoetter, Director
Central Intelligence Agency
Washington, D. C.

To a man in public life the precise evaluation of media may not be as all-important as it is to the manufacturer and advertising man. I am sure that you will agree, however, that a sound public relations program must be based on a clear understanding of the relative values of newspapers, magazines, business papers, radio and other means of mass communication; their national coverage, their influence, their scope.

It is for this reason that I am enclosing the attached report, "Adult America's Interest in Comics", the first of a series of booklets based on a study recently completed by Stewart, Dougall and Associates under the auspices of New York University's Department of Communications in Education.

This study is the first large scale attempt to examine adult attitudes towards comics. This booklet must be considered, more or less, a prospectus of the study. Succeeding reports will contain full, detailed data; and the complete series will comprise a primary source of unbiased and authoritative information.

If you would like to have the complete series for reference, it will be a pleasure to send it to you. Needless to say, I shall welcome any comment or criticism you care to make.

Sincerely,
Robert P. Davidson.

ROBERT P. DAVIDSON
General Manager
PUCK -The Comic Weekly

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